BIBLIOGRAPHY

BOOKS

- Ahuja B.N. & Batra S. (1978). *Mass Communication with special reference to Indian Conditions*. New Delhi: Varma Brothers.
- Ahuja, Ram (1993). *Indian Social System*. Jaipur: Rawat Publications,
- Anand, Anita (1990). Communication for Women in Development: The experience of Inter press service.
- Anderson, Margaret L. (2006). *Thinking about Women-Sociological Perspective on Sex and Gender*. University of Delaware: Pearson and AB
- Axford, B. & Huggins. (2001). New Media and Politics. London: Sage Publication.
- Bell, Elizabeth & Haas, Lynda & Sells, Laura (1995). From mouse to mermaid: the politics of film, gender and culture. Bloomington: Indiana University Press.
- Barnett, C. (2004). Media, democracy and representation: Disembodying the public. In Barnett, C. & Low, M. (eds.), *Spaces of Democracy: geographical perspectives on citizenship, participation and representation* (pp. 185–206). London, UK: Sage.
- Barrett, Michèle. (1988). Women's Oppression Today: The Marxist/Feminist Encounter. London: Verso.
- Baruah, Sunil Pawan (1999). Press in Assam: Origin and Development. Guwahati: Lawer Book.
- Baxter, L.A. & Babbie, E. (2004). *The Basics of Communication Research*. Belmont: Wadsworth.
- Belsey, C. (1997). *The Feminist Reader: Essays in Gender and the Politics of Literary Theory*: Blackwell Pub.
- Bem, Sandra Lipsitz. (1993). *The Lenses of Gender*. New Haven, CT: Yale University Press.

- Berger, A.A. (1980). *Television as instrument of terror*. New Jersey: Transaction books.
- Bhagati, Radhika Mohan (2005). *Sambad Sambadpatra Aru Sambadikata*. Guwahati: Publication Board of Assam.
- Bhasin, Kamala & Nighat Said Khan (2000). Some Questions on Feminism and Its Relevance in South Asia. New Delhi: Kali for Women.
- Bhaskar, N. Rao & Raghavan G.N.S. (2000). *Social Effects of Mass Media in India*. New Delhi: Sage publication.
- Bhathla, Sonia (1998). Women, Democracy and Media. New Delhi: Sage Publication.
- Biddy, M. (1988). Feminism, Criticism, and Foucault. In Diamond, I. & Quinby, L. (eds.), Feminism and Foucault. Boston: North-eastern University Press.
- Bignell, J. (2004). An Introduction to Television Studies. London: Routledge.
- Boyle, K. (2005). Media and Violence. London: Sage publications.
- Butler, J. (1990). Gender Trouble. New Work: Routledge.
- Butler, J. (1993). Bodies That Matter. New Work: Routledge.
- Carter, C. & Steiner, L. (2004). *Critical Readings: Media and Gender*. Maidenhead: open University Press.
- Chakravarti, Uma (1998). *Rewriting History. The Life and Times of Pandita Ramabai*. New Delhi: Kali for Women.
- Chodorow, N. J. (1994). Femininities, masculinities, sexualities: Freud and beyond. Lexington: University Press of Kentucky.
- Choudhury, Biplab Loha (2004). Communication and Women's Empowerment: Quintessence from three North-east Communities. New Delhi: The women's press.
- Choudhury, Prasenjit (1994). *Socio-Cultural Aspects of Assam in the 19th Century*. Guwahati: Vikash Publishing House.

- Clover, C. (1992). *Men, Women, and Chainsaws: Gender in the Modern Horror Film*. Princeton, NJ: Princeton University Press.
- Connell, R.W. (1987). Gender and Power-Society, the Person and Sexual Politics.

 Stanford: Stanford University Press.
- Connell, R. (2009). Gender in world perspective. Cambridge: Polity.
- Cook, G. (1992). *The Discourse of Advertising*. London: Routledge.
- Coontz, Stephanie & Peta Henderson (1986). Women's Work, Men's Property: The Origins of Gender and Class. London: Verso.
- Correa, D.M. (2011). The Construction of Gender Identity in India through television advertisements: A semiotic analysis. Australian Catholic Church Publication.
- Craig, G. (2004). The media, politics and public life. Sydney: Allen & Unwin.
- Crewe B. (2004). Representing Men: Cultural Production and Producers in the Men's Magazine Market. London: Berg.
- Curran, J. and Gurevitch, M. (1996). Mass Media and Society. London: Arnold.
- Daly, Mary (1978). *Gyn/Ecology: The Metaethics of Radical Feminism.* Boston: Beacon Press.
- Das M. (2006). Men and Women in Indian Magazine Advertisements: A preliminary report. Mt. Saint: Vincent Uni.
- De Beauvoir, S. (1949). Introduction. In S. de Beauvoir, The Second Sex *The Second Sex*: Vintage.
- Delmer, Rosalind (1986). What is Feminism? In Mitchell Juliet & Oakley Ann (eds.), What is Feminism? Oxford: Blackwell.
- Derne, S. (2008). Globalisation on the Ground Media and Transformation of Culture, Class and Gender in India. Thousand Oak: Sage Publications.
- Desai, N. & Patel (1990). *Indian Women: Change and challenge in the International decade 1975-1985*. Bombay: Popular prakashan.

- Despande, Satish (2003). *Contemporary India: A Sociological View*. New Delhi: PenguinViking.
- Dietrich, Gabrielle (1992). *Reflections of the Women's Movement in India*. New Delhi: Horizon India Books.
- Dines, G. & Humez, J. (1995). Gender, Race and Class in Media. London: Sage.
- Durkin, K. (1985). *Television, Sex Roles and Children*. Milton Keynes: Open University Press.
- Dutta, Ankur (2010). *Ganamadhyam Aru Samprasar Sanbadikata*. Publication Board of Assam: Govt. of Assam.
- Dutta, Ankur (2011). *Science Communication in Assam*. Guwahati: DVS Publishing House.
- Dutta, Ankur (2011). Vigyapan. Guwahati: Bina Library.
- Dutta, Ankur, (2011). Media in Conflict. Germany: VDM & co.
- Dworkin, A. (1981). *Pornography: Men Possessing Women*. London: The women Press.
- Edwards, L. & Roces, M. (2000). *Women in Asia: Tradition, modernity and globalisation*. Ann Arbor MI: The University of Michigan Press.
- Eisenstein, Zillah (1981). *The Radical Future of Liberal Feminism*. New York: Longman.
- Evans, Judith (1995). Feminist Theory Today: An Introduction to Second-Wave Feminism. Newbury Park, CA: Sage.
- Fairclough, Norman (1995). Media discourse. London: Edward Arnold.
- Freedman, E. B. (2002). *No turning back: The history of feminism and the future of women.* New York: Ballantine Books.
- Friedan, B. (2010). The Feminine Mystique: The Penguin Group.
- Foucault, M. & Robert, H. (1990). History of Sexuality. UK: Vintage Books.

- Foucault, M. (1975). Film and popular memory: An interview with Michel Foucault. adical Philosophy, 11, 24-29.
- Fausto-Sterling, A. (1992). *Myths of gender*. New York: Basic Books.
- Gallagher, M. (1980). The image reflected by mass media: stereotypes, images of women, *International Commission for the study of communication problems*, UNESCO.
- Gallagher, M. (1989). A Feminist Paradigm for Communication Research. In Darwin Brenda, Grossbert Lawrence, O'keefe J. Barbara & Wartella Elen (eds.), *Rethinking Communication*, New Work: Oxford.
- Gamble, K., Hudgins, P., & Sanchez-Huckles, J. (2005). Reflection and distortion: Women of color in magazine advertisements. In Cole, E. & Daniel, J.H. (eds.), Featuring females: Feminist analyses of media. Washington, DC: American Psychological Association.
- Gandhi, Sushma (2001). Portrayal of Women in India—The Human Rights Perspective, New Delhi: Sage Publication.
- Gauntlett, David (2008). *Media, gender and Identity An introduction*. 2nd edition. London: Routledge.
- Gerbner, G. (1972). Violence in television drama: Trends and symbolic functions. In Comstock, G.S. and Rubinstein, E.A. (eds.), *Television and Social Behavior*. Washington: D.C: U.S. Government Printing Office.
- Gerbner, George (1978). The Dynamics of Cultural Resistance. In Tuchman Gaye, Deniels & Benet James (eds.), *Hearth and Home: Images of Women*. New Work: Oxford University.
- Hall, Stuart (1997). Representation: Cultural representations and signifying practices. London: Sage, Open University Press.
- Hallin, D.C & Mancini, P. (2004). *Comparing Media Systems Three Models of Media and Politics*. Cambridge: Cambridge University Press.

- Hennessy, Rosemary (1993). *Materialist Feminism and the Politics of Discourse*. London: Routledge.
- Holtby, W. (1978). Virginia Woolf: A Critical Memoir. Chicago: Cassandra Editions.
- Jain, J., & Rai, S. (2009). Films and Feminism: Essays in Indian Cinema. Jaipur: Rawat Publications.
- Jain Prativa & Muhan R. (1996). Women's Images. Jaipur: Rawat Publications.
- Jeffords, S. (1995). The curse of masculinity. In E. Bell, et al. (eds.), From mouse to mermaid: the politics of film, gender, and culture (pp. 161-173). Bloomington, ID: Indiana University Press.
- Jeffry, Robin (2000). *India's Newspaper Revolution: Capitalism, Politics and Indian Language Press.* New Delhi: Oxford University Press.
- Jensen, K.B., & Jankowski, N.W. (1991). *A Handbook of Qualitative Methodologies*. New York: Routledge, Taylor, and Francis Group.
- Jha, Jyotsna and Nigam Divya (2007). *Women in Advertising: Changing Perception*. ICFAI: Uni press.
- Joseph, Ammu & Sharma Kalpana (1994). *Whose News*? New Delhi: Sage Publications.
- Joseph, Ammu (2000). Women in Journalism: Making News. Delhi. Komirk Publications.
- Joshi, Uma (1999). Textbook of Mass Communications and Media. New Delhi, Anmol Publications Pvt. Ltd.
- Keene, John (1991). Media and Democracy. Cambridge: Polity Press.
- Keval, J.Kumar (1981). Mass Communication in India. Bombay: Jaico.
- Kiran, R.N. (2000). *Philosophies of Communication and Media Ethics: Theory*, concepts and Empirical Issues. New Delhi: BRPC.

- Krishnan, Prava & Dighe, Anita (1990). *Affirmation and Denial: Construction of Femininity on Indian TV*. New Delhi: Sage Publication.
- Kumar, A. (1989). *Indian Women towards 21st century*. New Delhi: Criterion Publications.
- Kuhn, Annete (1982). Women's Pictures: Feminism and Cinema. London: Routledge.
- Kuhn, A. (1985). *The Power of the Image Essays on Representation and Sexuality*. London: Routledge.
- Lacey, Nick (2000). *Narrative and genre: key concepts in media studies*. Basingstoke: Macmillan.
- Leighly, Jan E. (2004). Mass Media and Politics: A Social Science Perspective. New Work: Houghton Mifflin Company.
- Liddle, Joanna and Rama Joshi. (1986). *Daughters of Independence. Gender, Caste and Class in India*. London: Zed Books.
- Manu Dharma Sastra (1984). George Buhler (trans), Laws of Manu. Delhi: Motilal Banarasidass.
- Maitra Sinha A. (1993). *Women in a Changing Society*. New Delhi: Ashis Publishing House.
- Macdonald, M. (1995). Representing Women, Myths of Femininity in the Popular Media. London: Arnold.
- Mckinnon, Catharine A. (1987). Feminism, Marxism, Method and the State Towards Feminism Jurisprudence. Bloomington: Indiana University Press.
- Mattelart, Michele (1986). Women, Media and Crisis: Femininity and Disorder. London: Comedia Publishing Group.
- McQuail, D. (2005). *McQuail's Mass Communication Theory*. New Delhi: Vistaar Publications.
- McRobbie, A. (2009). *The aftermath of feminism: gender, culture, and social change*. USA: Sage Publications.

- Mehta, Dina (1993). Brides Are Not for Burning, Calcutta: Rupa & Co.
- Mishra, L. (1992). *Women's issues: An Indian Perspective*. New Delhi: Northern Book Centre.
- Moi, Toril (1985). Sexual/Textual Politics: Feminist Literary Theory. New York: Methuen.
- Mohanty, Manoranjan (2004). Class, Caste, Gender. New Delhi: Sage Publication.
- Moore, H. (1998). *Gender and Status: Exploring the position of women' in Feminism and Anthropology*. Minneapolis: University of Minnesota Press.
- Munsi S. (2000). Wife/mother/daughter-in-law: Multiple avatars of homemaker in 1990s Indian advertising. New Delhi: Sage Publication.
- Omvedt, Gail (1980). We Will Smash This Prison. London: Zed Books.
- Pandey M. (1991). The subject is Woman. New Delhi: Sanchar Publishing House.
- Patel, Vibhuti. (1985). *Reaching for half the sky*. Bombay: Antar Rashtra Prakashan Bawda.
- Phelan, Shane. (1989). *Identity Politics: Lesbian Feminism and the Limits of Community*. Philadelphia: Temple University Press.
- Phukan Dolly (2012). (Ed), *Democracy, Media and Gender*. New Delhi: New Century Publication.
- Phukan, Dolly (2008). (Ed), Gender Senitisation: A Critical analysis of the role of media. New Delhi: Omsons Publications.
- Prasad Kiran (2004). Communication and Empowerment of Women: Strategies and Policy Insight from India. New Delhi: The women's press.
- Rajagopal, Arvind (2001). *Politics after Television: Hindu Nationalism and the Reshaping of the Public in India*. Cambridge: Cambridge University Press.
- Rabindran R.K. (2001). *Handbook of Mass Communication*. New Delhi: Anmol Publication.

- Ramabai Sarasvati, Pundita, (1984). *The High Caste Hindu Woman*. New Delhi: M.C. Mittal Inter India Publications.
- Sharma A. (1990). *Modernisation and Status of working women in India*. New Delhi: Mittal Publication.
- Shaughnessy, M. and Stadler, J. (1999). *Media and Soceity an introduction*. Oxford: Oxford University Press.
- Showalter E. (1997). Feminism and Film, Indiana University Press.
- Srinivas R. Melkote (2004). *Communication for Development in the Third World: Theory and practice*. New Delhi: Sage Publication.
- Sundar Ranjan, Rajeswari (1993). Real and Imagined Women: Gender, Culture and Post colonialism. London: Routledge.
- Thomson, John B. (1995). *The Media and Modernity: A Social Theory of Media*. Cambridge: Polity Press.
- Tong, Rosemarie. (1989). Feminist Thought: A Comprehensive Introduction. Boulder, CO: Westview Press.
- Trowler, P. (1988). *Investigating the Media*. London: Collins.
- Van, Zoonen Lisbet (1994). Feminist Media Studies. New Delhi: Sage Publication.
- Wimmer, R., & Dominick, J. (2006). *Mass media research*. Belmont CA: Thomson Wadsworth.

JOURNALS

- Agars, M. (2004). Recognizing the impact of gender stereotypes on the advancement of women in organizations. *Psychology of Women Quarterly*, 28, 103-111.
- Arendt, F. (2010). Cultivation effects of a newspaper on reality estimates and explicit and implicit attitudes. *Journal of Media Psychology*, 22, 147-159. doi: 10.1027/1864-1105/a000020.
- Bahuguna J. Nitin (1997). "Women as Stereotypes", *Vidura, Vol.* 34, No.2, April-June.

- Bahuguna J. Nitin (1999). "Media on Women's Issues", *Vidura*, Vol.36, No.4, Oct-Dec.
- Beres, L. (1999). Beauty and the beast: The Romanticization of abuse in popular culture. *European Journal of Cultural Studies*, 2(2), 191-207.
- Bhardwaj, Devender, Nayak Dr. Suresh Chandra & Pandeyel, Dr. Deep Narayan (2014). Role of Women in Indian Media: An Overview. *International Journal of Applied Research and Studies*, *3*(7), 2278-9480.
- Broverman, I.K., Vogel, S.R., Broverman, D.M., Clarkson, F.E., & Rosenkrantz, P.S. (1972). Sex-role stereotypes: A current appraisal. *Journal of Social Issues*, 28(2), 59-78.
- Busby, L. J. (1975). Sex Role Research On The Mass Media. *Journals of Communication*, 25, 107-131.
- Chakravarty M. (1994). "Feminism and Spirituality" published in *Pravudha Bharata*, 99(12):503-507.
- Chaudhury Maitryee (2001). "Gender and Advertisement". *Women's studies International Forum*, Vol. 24, No. 3/4, pp. 373-385.
- Collins, Rebecca L. (2011). Content Analysis of Gender Roles in Media: Where Are We Now and Where Should We Go? *Sex Roles*, 64:290–298.
- Culley, J.D., & Bennett, R. (1976). Selling women, selling blacks. *Journal of Communication*, 26, 160-174.
- Dagar Renuka (2004). "Gender and Media: Indian Perspective". *South Asian Journal*, July-sept, Vol.5.
- Das, M. (2006). "Men and women in Indian Magazine Advertisements: A Preliminary Report", *In Sex Roles*, Vol.43, Mt.Saint Vincent Uni, Spring, US, pp.699-717.
- Dervin, Brenda (1987). "The potential contribution of feminist scholarship to the field of Communication", *Journal of Communication*, 37-107-120.
- Dominic, R. & Rauch G.E. (1972). "The Images of Women in network TV. Commercials". *Journal of Broadcasting*, 16:259-265.

- Gerbner, George, Gross, Larry, Morgan, Michael, & Signoriell, Nancy (1980). The "mainstreaming" of America Violence. *Journal of Communication*, 30(3), 10-29.
- Goodin, Samantha M. & Van Denburg, Alyssa & Murnen, Sarah K. & Smolak, Linda (2011). "Putting on" Sexiness: A Content Analysis of the Presence of Sexualizing Characteristics in Girls' Clothing. Sex Roles, 65:1-12.
- Hazarika, Dhruba (2011). Women Empowerment in India: A Brief Discussion. International Journal of Educational Planning and Administration, 1 (3), 199-202.
- Hedley, M. (1994). The presentation of gendered conflict in popular movies: affective stereotypes, cultural sentiments, and men's motivation. *Sex Roles*, 31, 721-740.
- Joshi, Priya and Dudrah, Rajinder (2012). The 1970s and its legacies in India's cinemas. *South Asian Popular Culture*. UK: Routledge.
- Lauzen, Martha M. & Dozier, David M. (2005). *Maintaining the Double Standard:*Portrayals of Age and Gender in Popular Film. Sex Roles, 52:437-446.
- Kang Mee-Eun (1997). The Portrayal of Women's Images in Magazine Advertisements: Goffman's Gender Analysis Revisited, Sex Roles: A Journal of Research. 979-996.
- Kishar, Madhu (1990). Why I Do Not Call Myself a Feminist, *Manushi*, 61, 2-8.
- Kishwar, Madhu (1993). Dowry Calculations: Daughter's Rights in Her Parental Family", *Manushi*, 78, 8-16.
- Kumar, Radha (1989). Contemporary Indian Feminism, Feminist Review, 33, 20-29.
- Li-Vollmer, M. & LaPointe, M. (2003). Gender transgression and villainy in animated film. *Popular Communication*, *I*(2), 89-109.
- Masse., M.A., & Rosenblum, K. (1988). Male and female created they them: The depiction of Gender in advertising of traditional women's and men's magazines. *Women's Studies International Forum*, 11(2), 127-144.

- McArthur, L. & Eisen, S.V. (1976). Television and sex-role stereotyping. *Journal of Applied Social Psychology*, 6 (4), 329-351.
- Moradi, B., Dirks, D., & Matteson, A. V. (2005). Roles of sexual objectification experiences and internalization of standards of beauty in eating disorder symptomatology: A test and extension of objectification theory. *Journal of Counseling Psychology*, *52*, 420-428. doi:10.1037/0022-1067.52.3.420
- Patil, Vimla (1992). "Miss India: The search for The Complete Women", *Femina*, 23 April: 6-8.
- Phukan, Dolly (2007). "Democracy and Media: Questioning the Issues of women's right in Northeast India", *Journal of Women's Studies*, March, Vol.1.
- Phukan, Dolly (2010). "Democracy, Media and Gender: an interface." *South Asian Journal for socio-political studies*, December.
- Phukan Dolly (2012). "Social Exclusion and Women: an analysis of portrayal of women in print media", *The Social Ion*.
- Rhode Deborah L. (1995). "Media Images, Feminist Issues", *Journal of Women in Culture and society*, 20 (31): 685:709.
- Srilata K. (1999). 'The Story of the "Up-Market" Reader: Femina's "New Women" and the Normative Feminist Subject', *Journal of Arts and Ideas*.
- Steeves, L. H. (1987). Feminist theories and media studies. *Journal of Critical Studies in Media Communication*, 4(2), 95-135.
- Stefanovici, S. (2007). Representations of women in films. *Gender Studies*, (6), 16-26.
- Stein, Dorothy. (1988). Burning Widows, Burning Brides: The Perils of Daughterhood in India, *Pacific Affairs*, 61,465-485.

PERIODICALS AND NEWSPAPERS

Baishya, K. Anirban & Baishya, R. Amit, (2007). Mediated cultures of Violence. *The Sentinel*, p.4.

- Choudhury Neerja (2004, August 23). Can you hear the Women. *The New Indian Express*,p.6.
- Dhir Gagan (1998, December 9). Man to Women. Delhi Times, *The Times of India*, p.5.
- Dutta Ankur, (2008). Media and Women. The Sentinel.
- Karkaria Bagsi J. (1998, January18). Face it, the Change is More than Cosmatics, *The Sunday Times of India*, p.9.
- Nava Thakuria (2012, June 26). A Media Minority? Women Journalists in Assam. Media and Gender, p.8.
- Ravindran Visa (1999, June 13). The Two sides of Feminity. *The Hindu*, p.8.
- Virani Pinky (1998, October 11). No kids, No compulsions. *The Sunday Times of India*, p.4.

WEB SOURCES

- Adhikari, Sharda (2014). Media and Gender Stereotyping: The Need for Media Literacy. *International Research Journal of Social Sciences*, *3*(8), 2319-3565. Retrieved from www.isca.in/IJSS/Archive/v3/i8/8.ISCA-IRJSS-2014-109.pdf on 12.06.2016.
- Ahmed, Dr. A. (2012). Women and Soap Operas: Popularity, Portrayal and Perception. *International Journal of Scientific and Research Publications*, 2(6), 2250-3153. Retrieved from http://www.ijsrp.org/research_paper_jun2012/ijsrp-June-2012-47.pdf on 27.4. 2015.
- Brooks, D.E & Hebert, L.P. (2006). Gender, Race and Media Representation.

 Retrieved from https://www.corwin.com/sites/default/files/upm-binaries/11715 Chapter16.pdf on 16.09.2016.

- Coleman, R. (2008). The becoming of bodies: Girls, media effects and body-image (Master's Thesis, Lancaster University). Retrieved from http://eprints.lancs.ac.uk/30849/2/Feminist_Media_Studies_08_Final.pdf on 27.4.2015.
- Demarest, Jack & Garner, Jeanette (1992). The Representation of Women's Roles in Women's Magazine over the past 30 years. *The Journal of Psychology*, 162(4), 357-369. Retrieved from http://www.tandfonline.com/doi/abs/10.1080/00223980.1992.10543369.
- Yang, Feng & Karan, Kavita (2011). The global and local influences in the portrayal of Women's roles: Content analysis of women's magazines in China. *Journal of Media and Communication Studies*, 3(2),33-44, 2141-2545. Retrieved from http://www.academicjournals.org/journal/JMCS/article-full-text-pdf/4FBFBFA11221 on 27.4.2015.
- Hollinger, Keren (2012). *Feminist Film Studies* [e-book]. Retrieved from http://samples.sainsburysebooks.co.uk/9781136509209_sample_511466.pdf on 15.09.2016.
- Gaye, Tuchman (1979). Women's Depiction by the Mass Media. Retrieved from https://www.researchgate.net/publication/237959357_Women%27s_Depiction _by_the_Mass_Media on 16.9.2016.
- Gender and Media: Different Perspective (n.d). Retrieved from http://shodhganga.inflibnet.ac.in/bitstream/10603/21309/6/06_chapter%202.pd f.
- Kite, Mary E. (2001). Changing times, changing gender roles: Who do we want women and men to be? In Rhoda Unger (Ed.), *Handbook of the psychology of women and gender* (pp. 215–227). New York: Wiley.
- Kumari, Archana & Joshi, H. (2015). Gender Stereotyped Portrayal of Women in the Media: Perception and Impact on Adolescent. *IOSR Journal Of Humanities And Social Science (IOSR-JHSS)*, 20(4),44-52. doi: 10.9790/0837-20424452.
- Lerner, Gerda, (1981). The Majority Finds Its Past, Placing Women in History, Oxford University.

- MacKinnon, Catharine A. (1982). Feminism, Marxism, Method and the State: An Agenda for Theory. Signs, 7(3), 515-5144. Retrieved from http://www.jstor.org/stable/3173853 on 13.05.2015.
- Manikamma, N. & Radhika, M. (2013). Women Exploitation in Indian Modern Society. International Journal of Scientific and Research Publications, 3(2), 2250-3153. Retrieved from www.ijsrp.org/research-paper-0213/ijsrp-p14145.pdf on 10.05.2016.
- Murthi, Y.L.R., Roy, Subhadip & Pansari Anita (2014). The Changing Roles Portrayed by Women in Indian Advertisements: A Longitudinal Content Analysis. Retrieved from https://www.iimb.ernet.in/research/sites/default/files/WP%20No.%20446.pdf on 16.09.2016.
- Okiring, Patience I. (2013). The Representation of Women in Print Media: Entrepreneurial Women in The Kansas City Star (Master's Thesis, University of Central Missouri). Retrieved from https://www.corwin.com/sites/default/files/upm-binaries/11715_Chapter16.pdf on 28.4.2016.
- Ray, Amrita & Das, Ritwajit (n.d). Social Status of Women in Media- A Contemporary Evaluation Study. Retrieved from https://www.academia.edu/4042537 on 17.08.2015.
- Sarkar, Sumita (2014). Media and Women Image: A Feminist Discourse. Journal of Media and Communication Studies, 6(3), 48-58, 2141-2545. doi: 10.5897/JMCS2014.0384.
- Stafford, Roy (Indian Cinema: The World's Biggest And Most Diverse Film Industry. Retrieved fromhttps://www.scribd.com/document/143923256/Indian-Cinema on 16.09.2016.
- Yunjuan, L. (2007). Media Portrayal of Women and Social Change: A Case Study of Women of China. Retrieved from http://www.wunrn.org/news/2009/02_09/02_16_09/021609_china_files/Media %20Portrayals%20of%20Women%20%26%20Social%20Changena%20Case%20Study.pdf on 16.4.2016.

REPORTS

- The Bangkok Declaration. (1994). "Women Empowering Communication."

 Conference Sponsored by World Association for Christian Communication,

 ISIS International Manila, and International Women's Tribune Center, New

 York at the STOU, Bangkok, Thailand, February.
- Department of Women and Child Development (1997-1998), Ministry of Human Resource Development, Government of India.). *Annual report 1997-1998*. New Delhi, India.
- European Commission. (1999). "Images of Women in the Media". Report on existing research in the European Union. Luxembourg: Office for Official Publication of the European Communities.
- National Commission for Women. (1996). Reaching out: Proceedings of conferences & seminars, 22-30 July 1996. New Delhi, India.
- United Nations Division for the Advancement of Women (DAW2002) Expert Group Meeting On "Participation and access of women to the media, and the impact of media on, and its use as an instrument for the advancement and empowerment of women" Beirut, Lebanon 12 to 15 November.
- UNESCO (2011).Concept Paper, World Press Freedom Day 2011', 21st Century Media: New Frontiers, New Barriers (Washington D.C).
- World Association for Christian Communication (2016). International Women's Day: End News Media Sexism by 2020. Retrieved from http://whomakesthenews.org/articles/iwd-2016-end-news-media-sexism-by-2020 on 23.07.2016.
- GMPP (2015) GMMP 2015 Reports. Retrieved from http://whomakesthenews.org/gmmp-2015 on 23.07.2016.